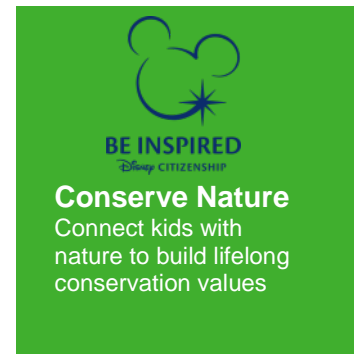




Disneynature Explore

Updated: 3/11/14



About the App:

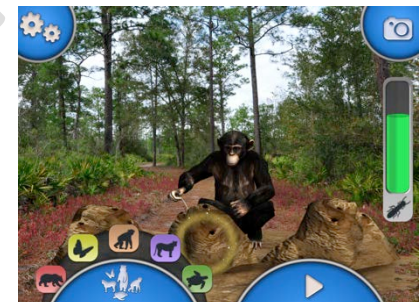
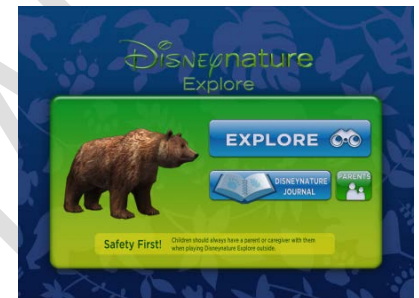
- *Disneynature Explore* is an interactive App to connect kids and families with nature experiences
- A free App that encourages kids and their caregivers to spend time outside in shared discovery and exploration
- An effort supporting the key pillar of Disney Citizenship “Be Inspired” focus to promote the happiness and well-being of families

Target Age: Ages 4-8

Platform: International launch in English/Spanish markets on Apple iOS (requires iOS7 or higher; compatible with iPad Mini, iPad Air, iPod 5, iPad 2 and iPhone 4 and above only)

Experience Overview:

Explore the outdoors like never before through the world of amazing animals! *Disneynature Explore* combines fun animal behavior game play with an immersive augmented reality experience that encourages discovery and play in nature. Search your own backyard with the lion to hunt for a warthog, through a butterfly’s eyes view your surroundings, follow tracks along with the bear to find its cub, crack a nut like a chimpanzee, and much more! Keep track of your adventures with your own Disneynature Journal and earn virtual Nature Pins along the way. Participate in outdoor missions and help protect the planet to become a true Nature Hero! The App will launch with 5 unique outside animal adventures featuring 4 activities each: Brown Bear, Chimpanzee, Monarch Butterfly, Loggerhead Sea Turtle, and African Lion.



Core Team: Beth Stevens, Paul Baribault, Kim Sams, Claire Martin, Chase Pickering, Liz Fogel, Diane Urban (Producer), Mighty Play (Developer), Disney Interactive, and WDPR Animals, Science and Environment as advisors on animal behavior

Play Test Results:

Six kids age 5-7 went through formal play testing and their feedback was valuable to tweaking the overall experience.

- When the kids were asked if they would play this app again, all said YES!
- When asked if the app was Good, OK or Bad, four responded Good and two OK.
- High variation across favorite and least favorite activities were observed by the kids. Several usability improvements were made to the game as a result of these observations.
- The mix of game play paired with the spatial awareness and augmented reality activities appeared to be well received.

Key Features of Disneynature Explore:

- By using the mobile device’s camera, augmented reality and unique 3D animal animations, children and their caregiver are motivated to explore the world right outside their door!
 - 3D animals and related objects appear in the live camera view of the player's mobile device. Families can search their own backyard with the lion to hunt for a warthog, or follow tracks along with the bear to find its cub!
 - Through special features that simulate the experience of the animal, players can view their world through a butterfly's eyes or swim along with the sea turtle underwater to find food.
 - When a child roars like a lion or growls like a bear, sound recognition triggers reactions from the animals in the game.

- Players target colors and objects in the view of their mobile device that encourage movement in the player's environment and then become part of the action in the game.
- A fun and flexible game structure guides players through discovery of the animals' natural behaviors to encourage active and imaginative play: communicate, move, eat and play.
- Players capture key moments in photos, using nature as the backdrop to their personal experience. These photos are added to their Disneynature Journal, along with additional photo missions to extend the child's and his/her family's engagement with nature. As a reward for the player's time spent outside, virtual nature pins can be earned and saved in the Disneynature Journal. Here the player can also enjoy five short Disneynature video clips of real animals featured in the app.
- A Spanish language option is available within the app.



Key Milestones:

Release Candidate to Apple	March 12, 2014
Release of App on Apple App Store to align with Disneynature BEARS and Earth Month marketing	March 27, 2014